**ENGL 5328 Risk Communication and Intercultural Rhetorics Proposal**

**Summary**

This project will research the ways in which information about the current drought in California is communicated to Californians. Specifically, it will take a look how the drought was staged as a potential catastrophe before it was an official drought, and how the risk is continually staged as the state deals with the low water levels. I will focus on communication of drought information to inhabitants of Southern California, and how water companies, local government, and private companies address this issue, which will include potential solutions to this drought, and preventative measures, such as water conservation efforts.

Is it only an analysis?

**Need, Gap, Research Questions**

This project will focus on the rhetorical choices made by water companies, and local government, as well as government agencies to relay information to Southern Californians. I think this addresses the need to study how a risk was staged, using Beck’s work, and can bridge the gap between theory and practice. This is not only a result of looking at how the risk was staged, but what has changed as a result of continued low water levels in the state of California. It can serve as a current, and real world example of staging a risk, reacting to the risk, and what the involved parties do as a result of the communication of risk regarding the drought.

Specific areas of interest and research questions are:

What was communicated to the public about the risk of a drought? How was it done? Who communicated it? Did each group communicating about the risk have a hand in staging the risk? Did their messages match, or was different information given to the public? How was this drought communicated to the public differently/similarly?

**Proposed Project and Significance**

I am proposing an analysis of the information communicated between those in charge of, or in control of water in Southern California and the inhabitants of Southern California. The si

What kind of a project are you proposing? What does the end product look like? What is its purpose? What does it do? What is your proposed project’s significance?

**Methodology**

Analysis of materials provided to the public. Are they multimodal? Citing sources? How were they distributed?

Interview, or conduct a survey.

How do you propose to accomplish this project? What does the process you will use look like? Who is your intended audience? Discuss any theoretical or conceptual frameworks you will be using in your analysis.

The best medium might be a video of roughly 7 – 10 minutes, possibly longer, but certainly not shorter. It would be more interactive and could more easily include examples of the communication used. It would require a narrator to explain the information, and editing that goes beyond “show and tell.” A digital portfolio or website might also be useful, because of the interactive nature. However, a video on youtube can contain links, and that may make this more interactive. Does it need to be interactive? I think if the issue involves the public, then there should be an area for them to participate.

**Working Reference List**

What references and resources that you have already read need to be included in your reference list? What about references and resources that you haven’t read or examined?